



## **Preliminary Program**

**79th General Assembly  
Hilton Reforma Hotel  
Mexico City, Mexico  
November 9-12, 2023**

**[Registration for the assembly](#)**

### **Wednesday November 8**

**Universidad de la Libertad**

**How can the media be made more profitable?**

Av. Constituyentes 1100, Lomas Atlas,  
Miguel Hidalgo, CP 11950 Ciudad de México, CDMX

**[Link to registration for this event in Spanish only.](#)**

*(Free of charge for participants in the 79th General Assembly)*

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|--------------------|---|
| 10:25 – 10:35 a.m. | Registration and welcome.   |
| 10:35 – 11:15 a.m. | Trends in digital news consumption in the Americas. Keynote address by <b>Mauricio Cabrera</b> , content therapist, Creator Economy and founder of Story Baker.             |
| 11:15 – 12:15 p.m. | New realities, new opportunities: experiences of technology applied to media. Dialogue between <b>Luis Enríquez</b> , economist and expert in digital content platforms and |

**Nazifhn Luna**, expert in media and digital business.

12:15 – 12:30 p.m.

Coffee Break. Courtesy of UL

12:30 – 1:15 p.m.

How to monetise your media better?  
Presentation by **Alejandro Cardini**, expert in adding value through digital products at Algoritmia, creator and consolidator of Konfront and Genera.

1:15 – 2:00 p.m.

Workshop: Data management to measure social mood. Facilitator **Javier Murillo**, technology and social behaviour expert, Chairman of the Board and Founder of Metrics.

3:30 - 6:30 p.m.

IAPA Executive Committee meeting. Room Doña Adelita, Hotel Hilton Reforma.

### **Wednesday, November 8**

3:30 - 6:30 p.m.

Meeting of the Executive Committee.  
Doña Adelita Room. Hotel Hilton Reforma.

### **Thursday, November 9**

#### **Don Alberto, I y II Rooms**

Sessions are open to all participants.

8:30 a.m. – 5:00 p.m.

Registration and credentials.  
Doña Sol Room.

- 9:30 – 10:00 a.m. Presentation: "Diversify or disappear: viable business models in the region". **Gastón Serralta**, dosunos, Argentina.
- 10:00 – 11:00 a.m. Presentation: "The Evolution of Search". **Danny Sullivan**, Google Search. Moderator: **Rodrigo Bonilla**, Google Latin America
- 11:00 – 11:30 a.m. Coffee break. Hilton Room. Courtesy of Totalplay.
- 11:30 – 12:45 p.m. Panel: "More fragmented audiences: More opportunities for advertisers and media." **Andrea Miranda**, Debate Media, Mexico; **Julia Schvartzer**, Chartbeat, USA; and **Carlos Ardila**, Protecmedia, Spain. Moderator: **Alejandro Lorenzo Edreida**, Protecmedia.
- 12:45 – 1:30 p.m. Presentation: "The value of philanthropy to local journalism to support democracy." **Alberto Ibarгүйen**, John S. and James L. Knight Foundation. Presentation of the IAPA Great Friend of the Press Award.
- 1:30 – 3:00 p.m. Lunch. **Hidalgo Room**. Courtesy of Elektra Group. Remarks by **Alejandro Valenzuela**, Elektra Group.
- 3:00 – 4:00 p.m. Official Inauguration: Remarks by the President of Mexico, **Andrés Manuel López**

**Obrador.** Michael Greenspon, IAPA  
President, The New York Times.

4:00 – 4:30 p.m.

Coffee break. Hilton Room. Courtesy of  
Político MX.

4:30 – 5:00 p.m.

Declaration of Chapultepec signing  
ceremony by the presidential aspirant of  
Mexico **Claudia Sheinbaum Pardo.**

5:00 – 5:30 p.m.

Interview: "Wars, disinformation and the  
rescue of local journalism." **Paul Haven,**  
Associated Press, USA with **Michael  
Greenspon,** The New York Times.

5:30 – 6:00 p.m.

Declaration of Chapultepec signing  
ceremony by the presidential aspirant of  
Mexico **Bertha Xóchitl Góchitl Gálvez Ruiz.**

6:00 – 7:00 p.m.

Panel: "Electoral processes and violence  
against the press." Panelists will explore  
technological tools that can enhance  
election coverage and facilitate access to  
information for citizens. Also: the potential  
negative effects such as disinformation and  
violence against journalists during electoral  
processes. **Albertina Piterbarg,** UNESCO,  
**Eduardo Ceccotti,** Chequeado, Argentina  
and **Nicolás Pérez,** El Universo, Ecuador.  
Moderador: **Pablo Deluca,** Infobae.

8:00 p.m. Welcome cocktail reception. Courtesy of Televisa. Remarks by **Javier Tejado**, Televisa.

**Friday, November 10**

**Don Alberto I y II Rooms**

Sessions are open to all participants

8:00 a.m. – 5:00 p.m. Registration and credentials.  
Doña Sol Room.

9:00 – 9:30 a.m. Inauguration of sessions of the Committee on Freedom of the Press and Information.  
**Michael Greenspon**, The New York Times;  
**Carlos Jornet**, La Voz del Interior, Argentina.

9:30 – 10: 30 a.m. Presentation: Chapultepec Index 2023.

10:30 – 11:00 a.m. Coffee break. Hilton Room. Courtesy of Infobae.

11:00 a.m. - 11:45 p.m. Interview: "Freedom of expression is the condition for freedom of enterprise."  
Interview by **Sergio Sarmiento**, Caminos de Libertad to **Ricardo Benjamín Salinas Pliego**, Salinas Group.

11:45 a.m. - 1:30 p.m. Panel I: Freedom of the press, country-by-country reports.

- 1:30 – 3:00 p.m. Lunch. **Don Diego Room**. Courtesy of Organización Editorial Mexicana (OEM). Remarks by **Francisco Torres Vázquez**, OEM, México. Presentation of the IAPA Executive of the Year Award to **Pamela J. Browning**, The Post and Courier, Charleston, USA.
- 3:00 – 4:00 p.m. Panel II: Freedom of the press, country-by-country reports.
- 4:00 – 5:00 p.m. Panel III: Freedom of the press, country-by-country reports.
- 5:00 – 5:30 p.m. Coffee break. Hotel foyer. Courtesy of Síntesis.
- 5:30 – 6:30. p.m. Presentation: "Covering Democracy: Police-Press Relations." **Joel Simon**, Journalism Protection Initiative, New York. Moderator: **Carlos Jornet**, La Voz del Interior, Argentina.
- 8:00 – 10:30 p.m. Dinner. Courtesy of TBA

**Saturday, November 11**

**Don Alberto I y II Rooms**

Sessions are open to all participants

- 8:00 a.m. – 5:00 p.m. Registration and credentials.  
Doña Sol Room.

- 9:00 – 10:15 a.m. Board of directors. **María Eugenia Mohme**, IAPA Secretary.
- 10:15 – 10:45 a.m. Coffee break. Hilton Room. Courtesy of Diario AZ.
- 10:45 – 11:30 a.m. Panel: "The challenge of teaching entrepreneurial journalism in Latin American universities." **Abraham Torres**, Universidad Anáhuac Cancún, México y **Catalina Jiménez**, Universidad Autónoma de Colombia, Cali. Moderator: **Juan David Bernal**, Latin American Council for the Accreditation of Education in Journalism and Communication.
- 11:30 a.m. – 12:30 p.m. Panel: "How to address the gender agenda in a polarized society." Overexposure to social media, cancel culture, and violence that does not decrease forces a different reflection within the newsrooms. **Mariana Alvarado**, Network for Diversity in Latin American Journalism; **Gabriela Cañas**, EFE News Agency, Spain; **Gabriela Vivanco**, La Hora, Ecuador. Moderator: **Martha Ramos**, Organización Editorial Mexicana.
- 12:30 – 1:30 p.m. Panel: "Media Sustainability". **P.J. Browning**, The Post and Courier, Charleston, USA; **Cynthia Hudson**, CNN en Español, USA; **Andrés Mompotes**, El Tiempo, Colombia.
- 1:30 – 3:00 p.m. Lunch. Don Diego Room.

- 3:00 – 4:00 p.m. Interview: "Canada and relations with digital platforms." **Paul Deegan**, News Media Canada with **Martín Etchevers**, Clarín, Argentina.
- 4:00 – 5:00 p.m. Panel: "The totalitarian drift of Xi Jinping's China and its influence in Latin America." **Gabriela Ippolito-O'Donnell**, Ph.D. in Political Science; **Filip Jirouš**, researcher and analyst specializing in China. Moderator: **Juan Pablo Cardenal**, journalist specializing in China's internationalization.
- 5:00 – 5:30 p.m. Coffee break. Hotel foyer.
- 5:30 – 6:30 p.m. "Media under attack: protection of data, sources and journalists." Digital security is crucial, especially during political conflicts and organized crime. **Vicente Calderon**, TijuanaPress.com; **Karen Wykurz**, Open Technology Fund and **Jan-Albert Hootsen**, Committee for the Protection of Journalists (CPJ). Moderator: **Cristina Smith**, the Press Freedom Project of the Voice of America.
- 6:30 – 8:00 p.m. IAPA Awards for Excellence in Journalism.
- 9:00 p.m. Dinner. Totalplay Forum. Courtesy of TV Azteca.



## **Sunday, November 12**

### **Don Alberto I y II Rooms**

Sessions are open to all participants.

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| 8:00 a.m. – 3:00 p.m.   | Registration and credentials.<br>Doña Sol Room.   |
| 9:00 – 10:30 a.m.       | Approval of reports, resolutions, and conclusions. Appointment of the new authorities and members of the Board of Directors of the IAPA.  |
| 10:30 – 11:00 a.m.      | Presentation of the Chapultepec Grand Prize to <b>Kerry Kennedy</b> , Robert F. Kennedy Human Rights.   |
| 11:00 – 11:30 a.m.      | Coffee break. Hotel foyer.  |
| 11:30 a.m. – 12:30 p.m. | Panel: "Docuseries: journalism through the creative treatment of reality". Why docuseries could be a path to a successful future for journalism. <b>Carla Sánchez-Armas</b> , Motion Picture Association for LATAM, Mexico, Director of Netflix. Moderator: <b>Diego Enrique Osorno</b> , production company Detective, Mexico. |
| 12:30 – 1:00 p.m.       | Interview: "Challenges to press freedom in the hemisphere." Interview with <b>Pedro Vaca Villarreal</b> , Special Rapporteur for  |

Freedom of Expression, Inter-American Commission on Human Rights. **Roberto Rock**, La Silla Rota, Mexico.

1:00 – 2:00 p.m.

Panel: “El Infotainment and journalism in social media”. **Juan Pablo de Leo**, politico.mx; **Martha Ramos**, OEM; **Federico Arreola Jr.**, SDP y **Luciano Pascoe**, adn40. Moderador: César Castillejos.

2:00 – 2:30 p.m.

Experiences of IAPA's Enhanced Fundamentals Lab, Google News Initiative. Presentation: "The future of media." In a challenging time in terms of audience, technology and freedom of expression, the future of media is subject to continuous levels of adaptation. This talk contains some stories of inspiration and guidance when we talk about digital transformation and serving society as a fundamental part of its democracy, education and judgment. **Ezequiel Arbusti**, MarkTube, Mexico. Presenter: **Roberto Rock**, La Silla Rota, Mexico.

2:30 – 3:00 p.m.

Transition of the IAPA presidency. Closing ceremony.

3:00 – 5:00 p.m.

Closing lunch.